

**ABSTRACT**

A system and method of publicizing a schedule of upcoming events over the Internet. Visitors to an events website are able to browse various schedules of upcoming events, called events pages, publicize by the entities that are sponsoring the events. Furthermore, such visitors may become a subscriber of one or more events pages that he/she has an interested in. Once the visitor becomes a subscriber, he/she may receive automatic notification via e-mail when the events page(s) that he/she has subscribed to is/are updated or changed. Additionally, if the subscriber has a commercially available Internet-linked calendar or obtains a subscriber calendar, this invention allows such subscribers to automatically update their Internet-linked calendar or subscriber calendar to comprise the events contained in the events page(s) they have subscribed to.

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